ABSTRACT OF THE DISCLOSURE

An image transmission apparatus/method characterized by inputting image data, detecting the motion of the image data, setting a transmission condition of the image data in accordance with the detection of the motion of the image data, processing the image data in accordance with the set transmission condition and transmitting the processed image data.

An image transmission apparatus/method characterized by detecting an image pickup condition of the image pickup means for picking up an image, decreasing information amount of image data from the image pickup means, controlling the decreasing operation in accordance with the image pickup condition and transmitting the image data having the information amount decreased.

An image transmission apparatus/method characterized by picking up an image to acquire image data, setting an image pickup operation mode, determining a transmission condition of the image data in accordance with the set condition, processing the image data in accordance with the determined transmission condition and transmitting the processed image data.

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